



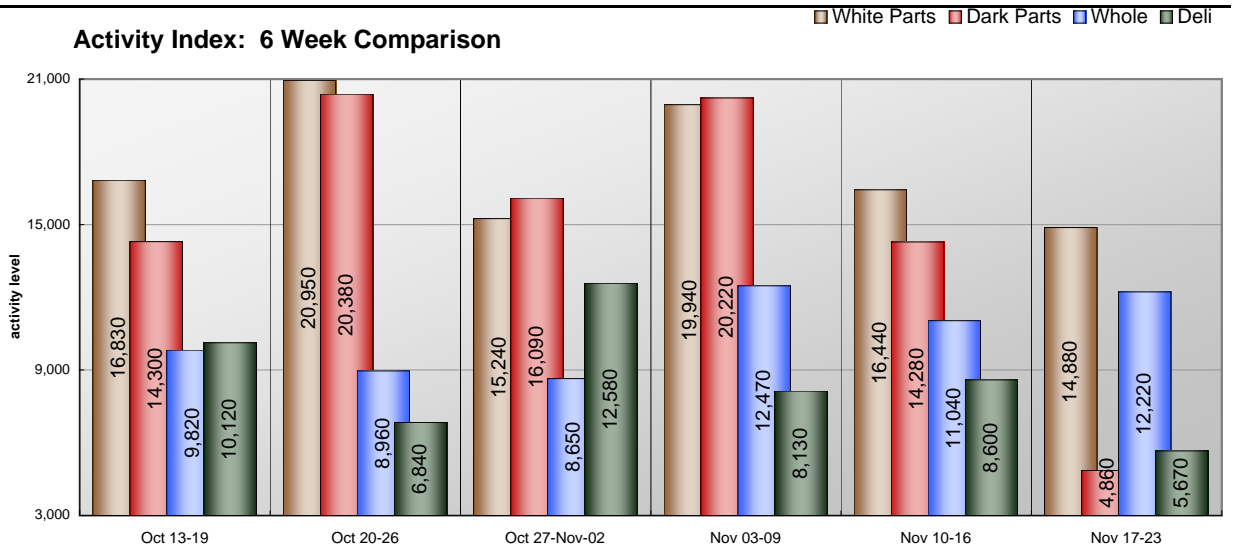
USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/17 thru 11/23.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

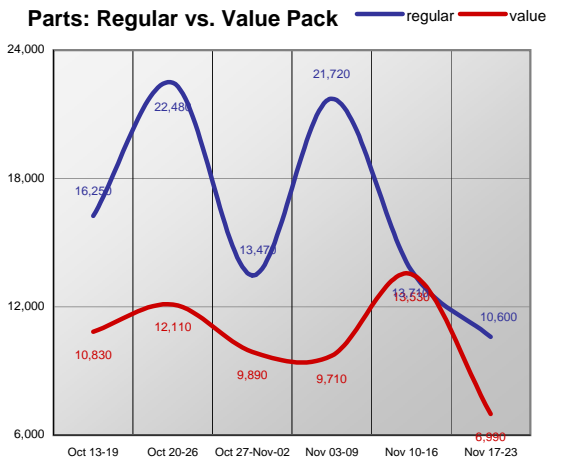
Fri. Nov 17, 2006

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	81.2% of 17,000 outlets		94.4% of 17,000 outlets		76.9% of 16,700 outlets	
Special Rate 2/	7.0%		9.9%		6.8%	
Activity Index 3/	38,140		50,760		39,210	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRD:						
bagged fryer	1,770	0.86	5,960	0.85	960	1.07
cut-up fryer	390	1.32	1,570	1.10	480	1.37
bagged roaster	6,640	1.17	2,730	1.08	9,270	1.19
cornish hen	3,420	1.87	780	1.72	3,980	1.99
DELICATESSEN:						
Whole Rotisserie:						
< 2 lbs.	3,840	5.25	4,090	5.44	3,350	5.18
2.1-3.0 lbs.	310	7.44	880	6.27	520	7.09
8-pc Chicken	1,520	5.82	3,630	5.92	610	5.80
PARTS:						
Bnls/Sknls Breast						
regular pack	4,910	2.98	6,540	3.03	4,100	2.96
value pack	3,870	2.23	2,900	2.28	1,770	2.76
thin sliced	1,250	4.17	660	3.54	1,240	4.05
Breast Tenders						
regular pack	2,170	3.52	620	2.85	2,480	3.42
value pack	380	2.16	100	1.56		
Split, bn-in Breast						
regular pack	1,560	1.44	3,180	1.50	1,650	1.50
value pack	340	1.49	1,170	1.11	530	1.08
Whole Wings						
	400	1.81	1,270	1.64	1,040	1.90
Leg Quarters						
	500	0.49	1,440	0.78	1,130	0.89
Legs						
			110	0.98	450	1.04
Thighs						
regular pack	390	1.36	1,570	1.16	1,160	1.04
value pack	1,100	0.98	4,680	1.03	1,080	1.06
Drumsticks						
regular pack	520	1.41	1,570	1.18	1,430	1.19
value pack	1,220	1.00	4,460	1.05	1,180	1.10
Bnls/Sknls Thighs						
regular pack	1,050	2.23	230	2.31	740	2.31
value pack	80	1.58	220	1.74		
9 pc Combos						
drum-thigh-breast	440	1.53	340	1.62		
drum-thigh-wing	70	0.99	60	1.19	60	1.49



Chicken Featuring - 11/17 thru 11/23

Featuring of chicken at supermarkets has dropped sharply the week before Thanksgiving. Most active in the whole-bird category are roasters and Cornish hens which increase threefold in offerings from the past week; prices on these items also rise in price. The other classes of poultry items are usually trending lower on offerings and reflect mixed pricing. Tenders are the exception which are up in offering and price. Organic and specialty items featuring is down in volume. Competition is strong from other meat items following the holiday week. Consumers will need good bargains to lure them back into retail outlets following their traditional consumptive binge.



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **4/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/17 thru 11/23.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 17, 2006

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/	97.1% of 3,900 sampled outlets				73.6% of 4,700 sampled outlets				82.3% of 2,800 sampled outlets			
Special Rate 2/	12.8% of stores w/ no-price promotions				12.2% of stores w/ no-price promotions				2.5% of stores w/ no-price promotions			
Activity Index 3/	Activity Index = 12,680				Activity Index = 7,690				Activity Index = 5,420			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.19		470	0.82	0.69 - 1.19		270	0.84	0.49 - 1.19		290	0.66
cut-up fryer	1.19		210	1.19					0.99		10	0.99
bagged roaster	0.69 - 1.49		2,140	1.12	0.88 - 1.29		960	0.99	0.89 - 1.69		1,170	1.21
cornish hen	1.49 - 2.49		1,440	1.77	1.49 - 2.18		390	1.82	1.19 - 2.29		500	1.87
DELICATESSEN:												
Whole Rotisserie:												
< 2 lbs.	3.99 - 6.99	each	990	5.53	3.99 - 5.99	each	1,930	5.23	4.49 - 4.99	each	120	4.96
2.1-3.0 lbs.	5.99 - 7.88	each	260	7.51	6.99 - 7.88	each	50	7.09				
8-pc Chicken	4.99 - 6.99	each	400	5.51	3.99 - 6.99	each	530	5.62	4.99 - 6.99	each	470	6.27
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.99 - 3.99	1.99 - 2.99	1,000	2.48	1.69 - 2.49	1.79 - 2.99	610	2.51	1.97 - 3.99	1.19 - 3.29	740	2.14
value pack	1.69 - 2.08	1.49 - 2.99	1,840	2.19	1.78 - 2.99	1.79 - 2.99	400	2.42	1.78 - 1.99	1.67 - 1.99	890	1.78
thin sliced	2.99 - 3.99	2.99 - 4.29	330	3.81		2.99	280	2.99				
Breast Tenders												
regular pack	2.99 - 3.49	3.59	230	3.55	1.99	1.79 - 3.59	430	2.61		2.99	10	2.99
value pack										1.79	180	1.79
Split, bn-in Breast												
regular pack	0.99 - 1.99	1.59 - 1.99	540	1.59	1.29 - 1.49	1.59	500	1.30	1.19 - 1.99	1.99	390	1.48
value pack	1.49	0.99 - 1.99	230	1.58					1.29		110	1.29
Whole Wings	1.49 - 2.19	1.49 - 1.69	330	1.87	1.49	1.69	70	1.56				
Leg Quarters	0.47 - 0.49	0.49	260	0.49		0.49	60	0.49		0.49	180	0.49
Legs												
Thighs												
regular pack		0.78 - 1.19	70	0.96		0.69	10	0.69				
value pack		0.79 - 0.99	480	0.99	0.99	0.89 - 0.99	490	0.99		0.88 - 0.99	80	0.95
Drumsticks												
regular pack	1.49	0.78 - 1.19	210	1.32						0.88 - 0.99	80	0.95
value pack	1.19	0.59 - 0.99	710	1.03		0.59 - 0.99	380	0.98				
Bnls/Sknls Thighs												
regular pack	1.88 - 2.49	1.79	220	2.01		1.99	280	1.99	1.89	2.49	120	2.42
value pack	1.68	1.48	80	1.58								
Combo Packs (9 pc)												
drum-thigh-breast	1.29 - 1.49		240	1.37	1.49		50	1.49	1.79		10	1.79
drum-thigh-wing									0.99		70	0.99

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/17 thru 11/23.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 17, 2006

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/	72.5% of 2,700 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 6,030				81.8% of 1,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,610				74.8% of 1,000 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,710			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.49 - 0.99		550	0.93	0.79 - 0.99		60	0.86	0.79 - 1.29		130	1.25
cut-up fryer									1.49		170	1.49
bagged roaster	0.99 - 1.49		1,080	1.16	1.18 - 1.49		930	1.48	0.99 - 1.29		360	1.09
cornish hen	1.33 - 2.25		300	1.91	1.66 - 2.49		640	2.08	1.66 - 2.18		150	2.01
DELICATESSEN: Whole Rotisserie:												
< 2 lbs.	3.99 - 5.99	each	530	4.89	5.99	each	20	5.99	4.99 - 5.99	each	250	5.11
2.1-3.0 lbs.												
8-pc Chicken	5.99	each	120	5.99								
PARTS:	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg	Processor Label price range	Private Label price range	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.88 - 3.99	1.97 - 3.49	1,310	3.28	4.99	1.97 - 2.99	700	3.79	3.99 - 5.49	1.27 - 2.99	550	3.77
value pack		2.49 - 2.69	280	2.55		1.39 - 2.99	370	2.88	2.99	2.69	90	2.95
thin sliced	3.99	2.99	140	3.86	4.99		320	4.99	3.99 - 5.49		180	5.45
Breast Tenders												
regular pack	1.88 - 3.99	2.99	780	3.11	4.99		320	4.99	3.99 - 5.49	2.99	400	4.10
value pack		2.49	200	2.49								
Split, bn-in Breast												
regular pack	1.19 - 1.29		100	1.25						1.29	30	1.29
value pack												
Whole Wings												
Leg Quarters												
Legs												
Thighs												
regular pack	1.49		120	1.49					1.09 - 1.49		190	1.46
value pack	0.89	0.89	50	0.89								
Drumsticks												
regular pack	1.49		120	1.49					1.09 - 1.49		190	1.46
value pack	0.89	0.89	50	0.89								
Bnls/Sknls Thighs												
regular pack	1.89	1.99 - 2.49	170	2.35		2.49	250	2.49		2.49	10	2.49
value pack												
Combo Packs (9 pc)												
drum-thigh-breast	1.79		130	1.79					1.79		10	1.79
drum-thigh-wing												

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: <http://www.ams.usda.gov/poultry/pymn.htm>

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USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/17 thru 11/23.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 17, 2006

	NATIONAL SUMMARY							
	SPECIALTY				USDA ORGANIC			
	THIS WEEK		LAST WEEK		THIS WEEK		LAST WEEK	
Feature Rate 1/	3.8% of 17,400 outlets		14.8% of 17,400 outlets		2.2% of 17,400 outlets		1.3% of 17,400 outlets	
Activity Index 3/	1,590		2,740		320		520	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	370	1.37	560	1.70	80	2.99	100	3.16
Bnls/Sknls Breast	360	4.49	1,470	3.89	20	7.99	270	5.77
Breast Tenders	90	3.29	100	3.27	--	--	--	--
Split, bn-in Breast	50	1.31	340	2.51	130	4.49	40	4.44
Whole Wings					30	2.49		
Leg Quarters			50	1.28	--	--	--	--
Legs							10	2.29
Thighs	360	1.23	110	1.27	30	2.49	50	2.22
Drumsticks	360	1.23	110	1.27	30	2.49	50	2.22

Percentage of Stores Featuring Specialty/Organic Product versus Regular Product/5

Period	Specialty (%)	Organic (%)
Oct 13-19	9.0%	3.0%
Oct 20-26	10.7%	2.2%
Oct 27-Nov-02	10.3%	0.6%
Nov 03-09	12.2%	1.8%
Nov 10-16	7.7%	1.6%
Nov 17-23	8.3%	2.0%

5/5: percentage = total store count for Specialty items divided by total store count for the same set of regular items.

	NORTHEAST				SOUTHEAST				MIDWEST				SOUTH CENTRAL				SOUTHWEST				NORTHWEST			
	Specialty				Specialty				Specialty				Specialty				Specialty				Specialty			
Feature Rate 1/	8.0% of 3,900 sampled outlets				1.7% of 4,800 sampled outlets				8.0% of 2,800 sampled outlets				0.0% of 2,800 sampled outlets				1.1% of 2,000 sampled outlets				2.3% of 1,000 sampled outlets			
Activity Index 3/	Activity Index = 680				Activity Index = 140				Activity Index = 620				Activity Index = 70				Activity Index = 20				Activity Index = 60			
	price range	stores	wt	avg	price range	stores	wt	avg	price range	stores	wt	avg	price range	stores	wt	avg	price range	stores	wt	avg	price range	stores	wt	avg
Whole Fryer	1.29 - 1.99	150		1.37	1.29 - 1.43	50		1.41	0.99 - 1.43	90		1.22	1.43	70		1.43	1.99	10		1.99				
Bnls/Sknls Breast	3.99 - 5.99	290		4.36	3.99	10		3.99	4.29	10		4.29					4.99 - 6.99	10		6.99	4.99	40		4.99
Breast Tenders					3.29	80		3.29	3.29	10		3.29												
Split, bn-in Breast									0.99 - 1.49	50		1.31												
Whole Wings																								
Leg Quarters																								
Legs																								
Thighs	1.49	120		1.49					0.99 - 1.19	230		1.07									1.79	10		1.79
Drumsticks	1.49	120		1.49					0.99 - 1.19	230		1.07									1.79	10		1.79
	USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic				USDA Organic			
Feature Rate 1/	4.1% of 3,900 sampled outlets				0.3% of 4,800 sampled outlets				0.4% of 2,800 sampled outlets				6.5% of 2,800 sampled outlets				0.4% of 2,000 sampled outlets				0.8% of 1,000 sampled outlets			
Activity Index 3/	Activity Index = 30				Activity Index = 20				Activity Index = 10				Activity Index = 240				Activity Index = 10				Activity Index = 10			
	price range	stores	wt	avg	price range	stores	wt	avg	price range	stores	wt	avg	price range	stores	wt	avg	price range	stores	wt	avg	price range	stores	wt	avg
Whole Fryer	2.99	10		2.99	2.99	10		2.99	2.99	10		2.99	2.99	30		2.99	2.99	10		2.99	2.99	10		2.99
Bnls/Sknls Breast	7.99	20		7.99																				
Split, bn-in Breast					4.49	10		4.49					4.49	120		4.49								
Whole Wings													2.49	30		2.49								
Legs																								
Thighs													2.49	30		2.49								
Drumsticks													2.49	30		2.49								

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.